

ABSTRACT OF THE DISCLOSURE

**SYSTEM AND METHOD FOR PERSONALIZING CONTENT PRESENTED
WHILE WAITING**

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A method, program and system for providing customized information to a user waiting in a queue in a communications system are provided. The invention comprises receiving a communication from a user and placing the user in a queue. The user is then identified. For example, a user using a telephone who has been placed on hold might be identified by the originating telephone number or a customer identification number entered by the user. A database of customized information content is consulted and information content is selected according to user's identity. The customized information content is then presented to the user, either audibly (i.e. over a speaker) or visually (i.e. on a computer or cell phone display). Examples of the type of information content presented to the user include music clips based on caller preferences, local news, or advertisements.